



# Suri

*To radically transform oral care for people and planet, with beautiful everyday essentials designed for life.*

**Established:**  
2021

**Operates:**  
United Kingdom

**Industry:**  
Personal Care

## Business Concept

- Creates electric toothbrushes and oral-care essentials designed for long-lasting use and easy repair
- Uses modular components and recyclable materials to reduce waste compared to traditional disposable toothbrushes
- Focuses on minimalist, functional design that elevates everyday routines

## Sustainability

- Certified B Corporation: meets high standards of social and environmental responsibility
- Uses plant-based and recyclable materials to reduce plastic waste across the product lifecycle
- Offers end-of-life recycling programs so customers can responsibly dispose



## B-Impact Score: Strengths

\*80 qualifies for B Corp Certification, average is 50.9

- **Governance:** Mission Locked ✓
- **Workers:** Financial Security ✓
- **Community:** Economic Impact ✓
- **Environment:** Land & Life ✓
- **Customers:** Customer Stewardship ✓

88.9

## Brand Value and Economic Benefits

"We've wanted to build a company that puts the planet first, as well as making a positive difference to our customers, employees, and current and future generations." - Suri

- Appeals to consumers who want high-performance personal-care products without the waste
- Builds loyalty through transparency and responsible material choices



## Learn More

[Suri: A Certified B-Corporation](#)

[Suri Website](#)

[B-Score Full Breakdown: Suri](#)

SUSTAINABILITY  
AMBASSADORS



Student-created (Matthew Fischer)